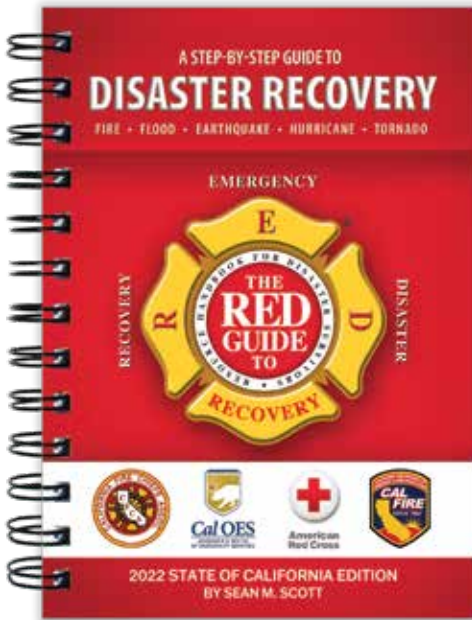


# WILL YOUR RESIDENTS KNOW HOW TO RECOVER AFTER A DISASTER?



When first responders leave the scene of a disaster, the survivors are left to figure out their recovery on their own. For those who have lost their home, this can be the beginning of a nightmare. *The Red Guide to Recovery* is a recovery road-map that walks disaster survivors step-by-step through the recovery process, while raising awareness of the many pitfalls that present themselves in the days, weeks, and months following disaster events.

## KNOWING HOW TO RECOVER IS THE KEY TO COMMUNITY RESILIENCY

When *The Red Guide to Recovery* is handed out by first responders, it provides the most pertinent information that disaster survivors need to make informed decisions.

Knowledge of what to do is what helps prevent survivors from evolving into victims. *The Red Guide to Recovery* takes the mask of mystery off the recovery process and guides survivors from the moment the first responders leave the scene to moving back to a restored home. It puts people on a level playing field by empowering them with the knowledge they need to rebuild their lives.

# SURVIVORS NEED GUIDANCE TO RECOVER



## BENEFITS OF THE GUIDE:

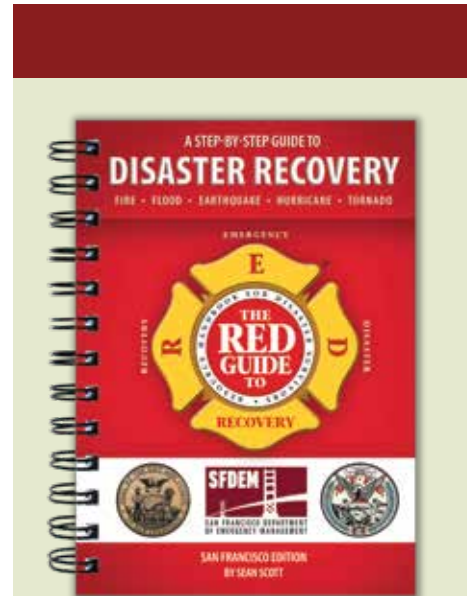
- 1) It educates survivors on what to do and what not to do in the days, weeks, and months following a disaster.
- 2) It addresses post-disaster health and safety precautions.
- 3) It provides insight on how to handle the insurance claim process.
- 4) It provides detailed information to help people avoid making uninformed decisions or getting scammed.
- 5) It provides in-depth details on fire, smoke and water damage, hazardous materials, recovering valuables, and so much more.
- 6) It can be used as a disaster preparedness training tool as it explains what the recovery process entails in advance.

## WHO USES THE GUIDE?

*The Red Guide to Recovery* is used by fire departments, emergency management agencies, Native American tribes, relief organizations, fortune 500 companies, and communities across the U.S.

*“As a retired fire chief, one thing that still bothers me about being a first responder was seeing the faces of the families when they returned to their neighborhoods after major fires — only to find everything they had was lost. It was heart wrenching to just drive away and see families sifting through their ashes not knowing where to begin — and how to start the recovery process. We should make it our goal to do everything possible to help them in the recovery process. We shouldn’t focus our entire career on response without giving more consideration to recovery. **The Red Guide to Recovery** is our answer. I only wish this publication was available to me when fires ripped through my district during the fire sieges in 2003 — and again in 2007 in Southern California.”*

Pat A. Dennen, Retired San Bernardino County Fire Chief / Fire Warden



*“As a first responding agency we are focused on the response and mitigation of an incident but know all too well that when we leave the scene the road to recovery for most will be long and hard. When we saw **The Red Guide** for the first time, we knew that we wanted to be able to provide this to the residents of the City and County of San Francisco to give them some direction and to assist them in beginning the recovery process as soon as possible.”*

Joanne Hayes-White  
Fire Chief  
San Francisco Fire Department

# IT'S MORE THAN A BOOK, IT'S A RECOVERY ROADMAP!

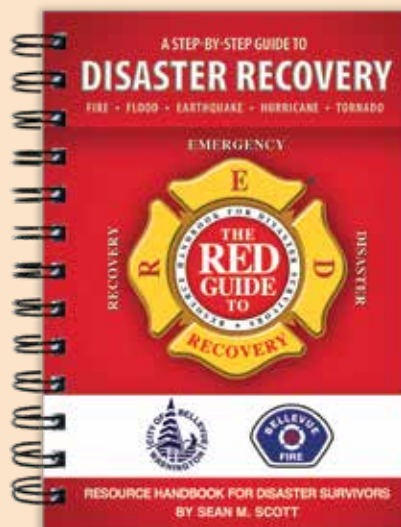


## LET US CUSTOMIZE THE GUIDE FOR YOUR AGENCY!

Here are some ways we can tailor the guide for your agency and community:

- 1) Placement of your logo on the cover.
- 2) Placement of a personal message to survivors.
- 3) Acknowledgement of stakeholders who support or distribute the guide.
- 4) Customization of content to include local resources specific to your community.
- 5) Placement of a recognition page to acknowledge sponsors.
- 6) The rear utility pocket can hold brochures, business cards, coupons, or other materials.

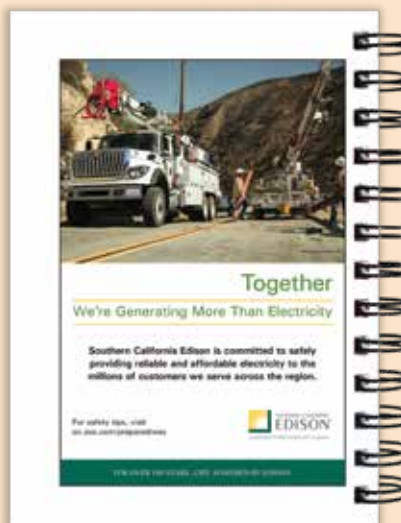
**NEVER AGAIN WILL  
YOU HAVE TO LEAVE  
YOUR RESIDENTS  
EMPTY HANDED!**



**FRONT COVER**



**PERSONALIZED LETTER**

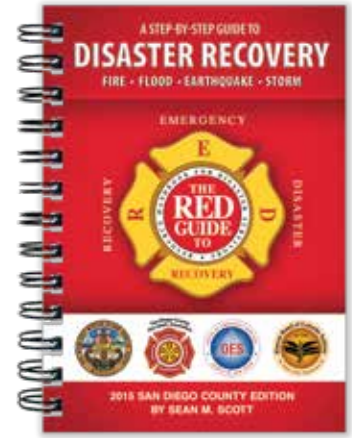
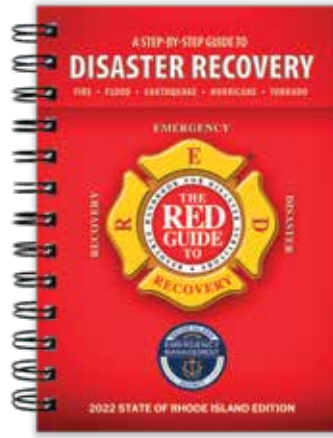
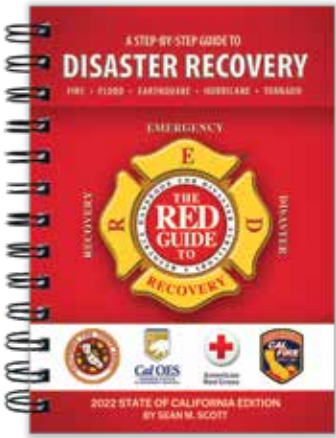


**SPONSOR AD PAGE**



**UTILITY POCKET**

# GIVE SURVIVORS A HELPING HAND OF KNOWLEDGE



**CALL TODAY and find out how you can help your community be ready for recovery!**

## The Red Guide to Recovery

**Resource Handbook For Disaster Survivors**

PHONE: 858.349.2262 WEBSITE: [www.TheRedGuideToRecovery.com](http://www.TheRedGuideToRecovery.com)

E-MAIL: [Sean@TheRedGuideToRecovery.com](mailto:Sean@TheRedGuideToRecovery.com)

### PARTNERS AND SUPPORTERS

